

A large sunburst graphic with many thin rays emanating from a central circle, positioned behind the text.

CORONA / SOUTH TEMPE

CHARACTER AREA

8



PRIORITIES + STRATEGIES

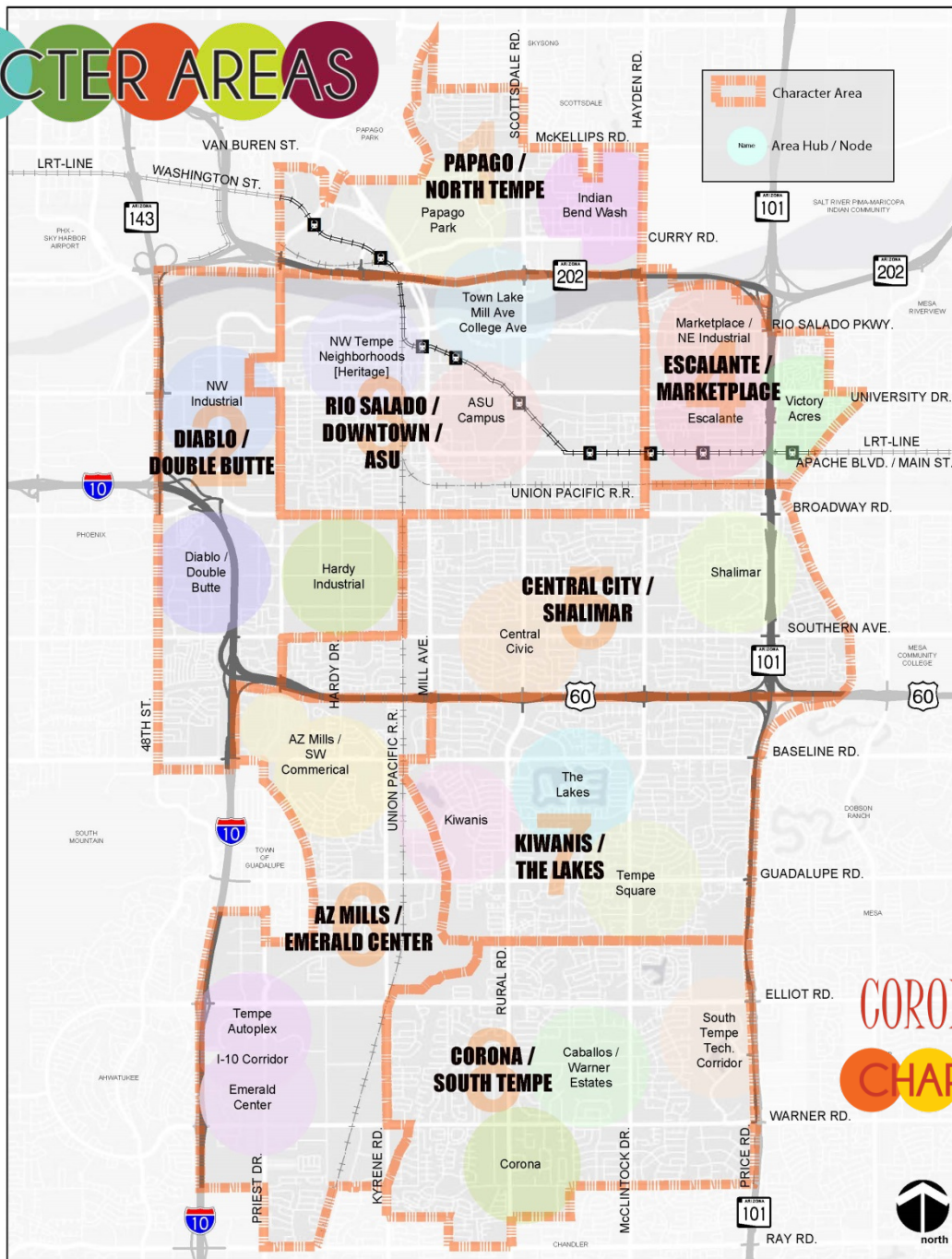
Monday, 25 August 2014
AZ Community Church





CHARACTER AREAS





CORONA / SOUTH TEMPE CHARACTER AREA 8



CHARACTER AREA RESEARCH

ECONOMIC DEVELOPMENT

Education, Jobs,
Business Growth,
Tourism

SUSTAINABILITY

Air, Water,
Shade, Property
Values, etc.

REDEVELOPMENT/ REVITALIZATION OPPORTUNITIES

Adaptive Reuse, Infill,
Repurpose

TRANSPORTATION

Walkability,
Bikeability,
Streetscapes,
Connectivity

NEIGHBORHOOD HEALTH + WELLBEING

Housing Conditions,
Stability, Parks,
Civic Engagement,
Aging in Place

DESIGN + PLACEMAKING

Hubs, Open Spaces,
Wayfinding, Art +
Architecture

AREAS OF RESEARCH



CHARACTER AREAS



PLANNING PROCESS TIMELINE



WHAT ARE CHARACTER AREAS?

Character Areas are areas of the community that have achieved distinctive, recognizable, character that is different from neighboring areas. These differences may be the result of:

- **TOPOGRAPHY** PAPAGO BUTTES DOUBLE BUTTE HAYDEN BUTTE
- **AGE + STYLE OF HOUSING** HISTORIC DISTRICTS LOFTS STUDENT HOUSING SENIOR HOUSING POST-WAR
- **BUILT ENVIRONMENT** BUILDINGS STRUCTURES INFRASTRUCTURE ROADS BRIDGES UTILITIES
- **RETAIL, RESTAURANT, RECREATIONAL EXPERIENCES** CHANGING HANDS BOOKSTORE OREGANO'S MARKETPLACE
- **LAND USE PATTERNS** INDUSTRIAL PARKS RESEARCH PARKS RETAIL CENTERS
- **LANDSCAPE TREATMENTS** ARID DESERT LAKE DEVELOPMENTS GRASSY KNOLLS MEDIANS
- **STREET / TRANSPORTATION PATTERNS** LIGHT RAIL / STATION AREAS BIKE LANES BUS STOPS / SHELTERS
- **OPEN SPACES** REGIONAL PARKS NEIGHBORHOOD PARKS CORPORATE PARKS TRAILS CANALS
- **STREETSCAPES** STREET TREES SHADE MEDIANS NEWSRACKS SIDEWALK FURNITURE



WHY ARE WE DOING THIS?

- **Distinguishing** the Tempe Community
- Guidance for **Design Review Commission**
- **Road Map** for Character Area
- Opportunity for residents, workers, students + businesses to **define / preserve / enhance / celebrate** their qualities



AREA UPDATES

MANAGING GROWTH

- Innovation District

PROGRAMS UNDERWAY

- Marketing / Economic Development for distressed centers
- *Transportation Master Plan* update [see boards]
- *Orbit – Saturn* Circulator Study
- Greenwaste Pickup
- Tree and Shade Study



OUR CHARACTER AREA IS ...

Friendly

neighbor, family, age, retirement / senior, tech-business, outdoor and equestrian-friendly

Livable

restaurants, good shopping, balanced with young families, schools and great parks, affordable

Sustainable

environmentally responsible, solar-powered, shaded, leafy, green

Social

social-center, community gathering places, inclusive, engaging, historic

Limited Density

low density, open, suburban-rural-feel, diverse housing, large lots, pristine, casual

Energetic

vibrant populace, recreation-oriented, actively engaged by ASU

Accessible

multi-modal, connected, convenient, equestrian, bus-pullouts

Walkable/Bikeable

walk-friendly, bike-friendly

Community

gathering places, HOA-free

Refined

Neighborhood beauty, design-focused, attractive, maintained streets, curb appeal, manicured

Peaceful

quiet, restful

Safe

law enforcement, well-lit



VISUAL CHARACTER PREFERENCE



Survey Procedure

- Participants reviewed 63 images of streets, plazas, landscape schemes, and public spaces from Tempe as well as other places around the United States.
- The images were labeled with a number which corresponded to a survey sheet.
- Participants ranked the image 1-5 (5 being most desirable and 1 being least desirable).
- The survey also included space after each image for additional comments explaining what was liked or disliked.



The image above, "Multi-Family Design" scored the lowest of all images averaging 1.73

Survey Results of the Visual Character Preference

Collected June 2 though August 11, 2014



The ranking for each image was selected by participants in the survey. Those images in the TOP 25 will be instrumental in developing the Character Area Plan. Images that ranked the lowest will also be noted as indications of what is not desired within the Character Area.

Top Rankings Based On Average Response Score:

Rank	Image #	Avg. Score
1	7	4.79
2	20	4.65
3	21	4.49
4	58	4.48
5	29	4.47
6	59	4.44
7	10	4.43
8	8	4.42
9	5	4.26
10	25	4.23
11	9	4.21
12	18	4.16
13	34	4.14
14	13	4.13
15	23	4.07
16	35	4.07
17	16	4.05
18	36	4.04
19	57	4.00
20	24	3.96
21	26	3.93
22	3	3.89
23	41	3.89
24	2	3.86
25	17	3.84



* INCLUDES PUBLIC OUTREACH ACTIVITY / EVENT



TOP-RATED



PEDESTRIAN COMFORT



DESERT LANDSCAPE



DESERT LANDSCAPE



ENERGY EFFICIENCY



OUTDOOR DINING



ENERGY EFFICIENCY



CANAL PATHS - AMENITIES



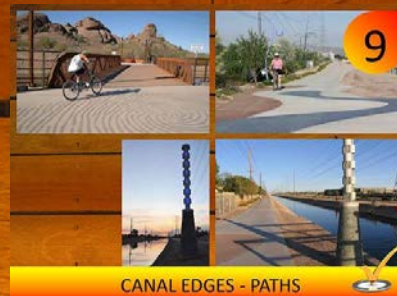
PEDESTRIAN INTEREST / ENGAGEMENT



AMENITIES / WAYFINDING



ADAPTIVE REUSE



CANAL EDGES - PATHS



STREETS / WALLS



LOWEST RATED



WORKSHOP ACTIVITY - PROJECT PRIORITIES

PROJECT / ITEM list developed from the **GAPS** identified.

The top projects are listed as **TIER 1, 2** and **3** as important elements to address in the plan with indications of relative cost, time, stakeholders, special considerations and notes.

TIER 1 = 10 or more votes



TIER 2 = 5 to 9 votes



TIER 3 = 1 to 4 votes



WORKSHOP ACTIVITY INSTRUCTIONS

1. Facilitated Round-Table Discussion 60 mins.

- Consensus on Tiers
- Anything important that was missed

2. Note changes on poster

- Post-It® stickies™ provided

3. Display poster on wall for viewing





NEXT STEPS

- CONSOLIDATING COMMENTS INTO CHARACTER AREA PLAN
- PRESENT PLAN IN OCTOBER
- SURVEY FOR COMMENTS

WRAP-UP



- UPCOMING MEETINGS
- tempe.gov/characterareas





CHARACTER AREAS

Corona / South Tempe
DRAFT PLAN REVIEW + FEEDBACK

Monday, 20 October 2014 6:30PM
AZ Community Church

Corona / South Tempe
CHARACTER PLAN RELEASE

December 2014
T.B.D.

PUBLIC MEETINGS





CHARACTER AREAS



tempe.gov/characterareas



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- Anything important that was missed

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TIME REMAINING:

30 MINUTES





TIME REMAINING:

15 MINUTES



THE SONG
**"THE FINAL
COUNTDOWN"**
IS NOW PLAYING
IN YOUR HEAD



TIME REMAINING:

5 MINUTES





CORONA / SOUTH TEMPE

CHARACTER AREA 8

Thank you!